

NEW BRAND NATIONAL INTRODUCTIONS

Weekly Market Shares

Week of Introduction (Date of Intro.)	<i>Basic</i>	Merit 100's (1/3/77)	B & H Lights 100's (9/26/77)	Marlboro Lights 100's (1/23/78)	<u>3 Brand Combination</u>	
					<u>Avg.</u>	<u>4 Week Avg.</u>
#1	3.26	3.21	2.59	2.12	2.64	
2	.59	.72	.74	.67	.71	
3	1.50	.55	.63	.62	.60	
4	.42	.31	.51	.31	.38	1.08
5	.46	.31	.45	.22	.33	.51
6	.24	.37	.56	.21	.38	.42
7	.18	.40	.68	.23	.44	.38
8	.19	.40	.76	.26	.47	.41
9	.17	.49	.69	.31	.50	.45
10	.10	.54	.95	.32	.60	.50
11	.15	.54	.90	.35	.60	.54
12	.25	.57	.91	.37	.62	.61
13	.16	.60	1.12	.37	.70	.63

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